



PROGRESS IN MOTION
October 31, 2011
Addendum #1
Questions & Answers

CITY OF FRISCO PURCHASING DIVISION

Bid # 1210-011
Social Media Services for the City of Frisco Convention & Visitors Bureau

Question:

In section 9 (Design Requirements) are you requesting sample creative work or are you simply making it clear that in the future any social media creative must compliment the new Frisco CVB creative?

Answer:

Just making it clear new creative should match or compliment CVB creative.

Question:

The original document must be on a CD or Flash Drive and three additional copies. Should those copies be digital or hard copies?

Answer:

Hard Copies

Question:

Is a Bid Bond or Cashiers check required for this proposal and should it be 5% of the total amount of the bid?

Answer:

No Bid Bond is required for this RFP.

Question:

Linkedin was not mentioned in the request. Should we consider providing services for Linkedin as well as other social media partners we feel are important to the development of this plan or should we only focus on the three mentioned in the proposal?

Answer:

Yes – Consider providing services for Linkedin as well as other Social Media Partners.

Question:

The RFP states that bidders “may be required to execute a written contract.” Could you please clarify under what circumstances a written contract may or may not be required?

Answer:

We will sign a contract for services for January – September 2012.

Question:

The RFP states that CVB will integrate new creative material into mobile applications as well as social media. Is the vendor expected to integrate any social media services with mobile applications?

Answer:

Our website provider can do the integration.

Question:

The CVB handles "updates and postings internally on a regular basis". The RFP states that the CVB is seeking to outsource social media. Does this mean that the vendor will be responsible for regular updates in posting? If so, for what period of time?

Answer:

We are going to outsource so the vendor will need to handle all updates and postings January through September 2012.

Question:

In Section 6: Pricing, the RFP states "List any anticipated future charges not already listed in the pricing specified above including." Could you please clarify that statement?

Answer:

If you are not quoting a set monthly rate, then we will need to know if an hourly rate applies and what that hourly rate is.

Question:

In Section 8: Implementation, the RFP states "describe any training necessary for staff". Is CVB interested in social media training and support services for its staff in addition to implementation of Facebook Twitter, a blog, and an evaluation system for the social media campaign?

Answer:

No. Staff will not require training.

Question:

In Section 9: Design Requirements, the RFP states that "examples of the new materials will be provided." Is CVB expecting mockups and artwork showing what new social network profile pages and a blog might look like after implementation?

Answer:

CVB will provide the new creative/advertising direction for 2012 and the vendor should follow similar creative for social media. It should all match.

Question:

One evaluation criterion is the "ability to meet development deadline." Could CVB clarify what date the development deadline is?

Answer:

Campaign should be ready to go January 1, 2012 with a schedule for implementation.

Question:

The RFP lists six evaluation criteria. Could you specify which elements are more or less important? Or are all criteria of equal importance?

Answer:

Number 3 and number 5 are weighted more heavily.

Question:

In order to make certain we are formatting our proposal correctly, can you please confirm which section in which you would like for the bulk of the proposal to go? Specifically our detailed answers the following requests:

1. Integration of new creative into Facebook and Twitter
2. Development of a Strategic Plan on implementation of a campaign to promote Frisco through these mediums. This must include a complete calendar with suggested daily/weekly/monthly posting and campaign direction
3. Evaluation tools that will gauge the success of the campaigns
4. Addition of a blog and proposal for populating the blog with monthly articles

Answer:

The bulk of the proposal can be put in Section 8.

We see you want a “summary of services included in the proposal” in the Section 3 and then “pricing” in Section 6 but we were uncertain if you had a preference for where the bulk of the proposal needed to be placed within our document.

Answer:

The bulk of the proposal can be put in Section 8.

Vendors who may have already submitted a bid and feel this addendum may change their bid price, may pick up their bid, and return it by the closing date. If picking up the bid is not feasible, any new bid submitted by your firm will supersede one previously submitted. Acknowledge receipt of this addendum by initialing in the appropriate space on the bid document.

Sincerely,

Jean Stellatella, CPIM, CPPB
Buyer
City of Frisco